



PTO/SB/08A (08-03)

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<b>Substitute for form 1449/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(Use as many sheets as necessary)</i>		<b>Complete if Known</b>	
		Application Number	10/749,653
		Filing Date	12/31/03
		First Named Inventor	Kenneth A. Moss
		Art Unit	Unknown
		Examiner Name	Unknown
Sheet 1	of 2	Attorney Docket Number MS306416.1/MSFTP514US	

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
/M.H./		US- 6,714,975	03-30-2004	Aggarwal, et al.	
		US- 6,678,681	01-13-04	Brin	
		US- 6,658,423	12-02-2003	Pugh, et al.	
		US- 6,615,209	09-02-2003	Gomes, et al.	
		US- 6,529,903	03-04-2003	Smith, et al.	
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		US- 20020133481	09-19-2002	Smith, et al.	
		US- 20020123988	09-05-2002	Dean, et al.	
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

Examiner Signature	/Matthew Hamilton/	Date Considered	01/04/2008
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
/M.H./		JUAN FENG, et al., Comparison of Allocation Rules for Paid Placement Advertising in Search Engines, ICEC 2003, 2003, pp. 294-299, Pittsburgh, Pennsylvania.	
		KRISTEN RISDEN, et al., Interactive Advertising: Patterns of Use and Effectiveness, Proceedings of CHI '98, 1998, pp. 219-224, Los Angeles, California.	
		SERGEY BRIN, et al., The Anatomy of a Large-Scale Hypertextual Web Search Engine, Stanford University, 1998, pp.1-18, Stanford, California.	

Examiner Signature	/Matthew Hamilton/	Date Considered	01/04/2008
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